FOR IMMEDIATE RELEASE: Jan. 11, 2012

CONTACT: Jeff Mammenga, Media Coordinator, (605) 773-6000,

Jeff.Mammenga@state.sd.us

First Ladies Inaugural Gowns Sparkle in New Book from State Historical Society

PIERRE, S.D.—The South Dakota State Capitol has housed replicas of every gown worn by the state's first ladies at their husband's inaugural balls for more than 50 years. Now, with the publication of *First Lady Inaugural Gowns*, a new chapbook from the South Dakota State Historical Society Press, visitors can take home a reminder of those beautiful dresses.

This chapbook, a type of short book originally made popular in the 1500s in England, features full-color photographs of each gown from the display housed in the ground floor of the capitol. A short description of each dress as well as a brief biography of the first lady who wore it accompanies the photograph, giving intriguing details about the wearer and the design of the dress.

First Lady Inaugural Gowns will be unveiled to the public at the legislative reception held at the Cultural Heritage Center in Pierre on Thursday, Jan. 12.

The dresses are often the most elegant aspect of the inaugural balls, and this little book provides a delightful homage to each and every show stealer.

First Lady Inaugural Gowns is available for \$6 (plus shipping and tax where applicable) and can be purchased from the gift shops at the Cultural Heritage Center and the State Capitol or ordered directly from the South Dakota State Historical Society Press. For more information, visit www.sdshspress.com or call (605) 773-6009.

-30-

The South Dakota State Historical Society is a division of the Department of Tourism. The Department of Tourism is comprised of Tourism, the South Dakota Arts Council, and the State Historical Society. The Department is led by Secretary James D. Hagen. The State Historical Society is headquartered at the South Dakota Cultural Heritage Center in Pierre. The center houses the society's world-class museum, the archives, and the historic preservation, publishing and administrative/development offices. Call (605) 773-3458 or visit www.history.sd.gov for more information. The society also has an archaeology office in Rapid City; call (605) 394-1936 for more information.